

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

August 21, 1997

RJR Account #396640

Ms. C. LeTares
MANCHESTER TOBACCO

SEPTEMBER WINSTON B2GF CAP / PROMOTION #700927

Dear Christine:

WINSTON regular product has been ordered (see quantities listed below), as well as 139 skus of B2GF Cap Sleeves / Displays (Item #529301) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u>	<u>Case</u>	
	<u>Brand Style</u>	<u>Size</u>	<u>#/ Cases</u>
12300-11112	Light	12M	<u>3</u>
12300-11906	Light Box	6M	<u>1</u>
12300-11012	Full Flavor	12M	<u>3</u>
12300-11212	Full Flavor Box	12M	<u>3</u>

Product / Premium Arrival:

September 15, 1997

Ship Date to Retail:

Week of: September 23, 1997

SKU CUBE:

2.5480

SKU WT (w/o Product):

8.2000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$6,737.12

Non-EFT \$ Amount:

\$N/A

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-2-

B2GFP
MANCHESTER TOBACCO

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-free-Cap sleeves. Two packs of Winston product should be placed into the sleeve. Consumer purchases two packs, receives a free *Winston 'No Bull' Cap*.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$259.47 (9.27 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: H. Battle

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINCAP.DOC

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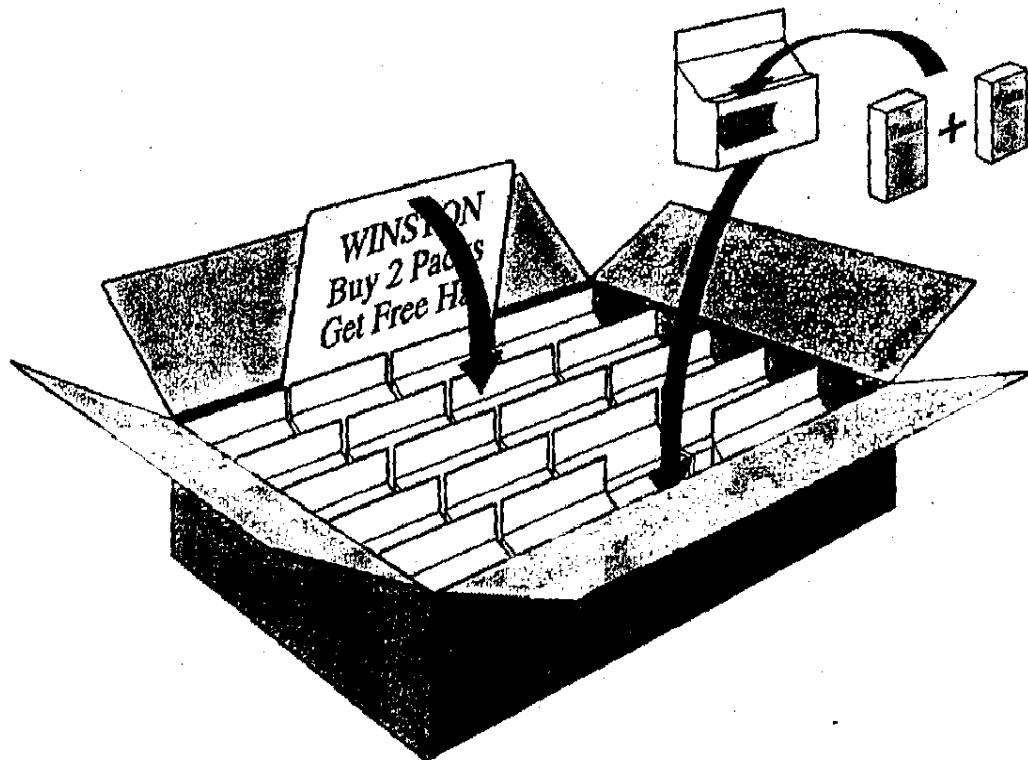
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 4TH QTR.'97

October WINSTON B2GF HAT (Buy 2 Packs Get Free Hat)

STEPS

1. Open WINSTON B2GF Hat shipping case.
2. Add 2 "live" Winston packs of the same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 529301

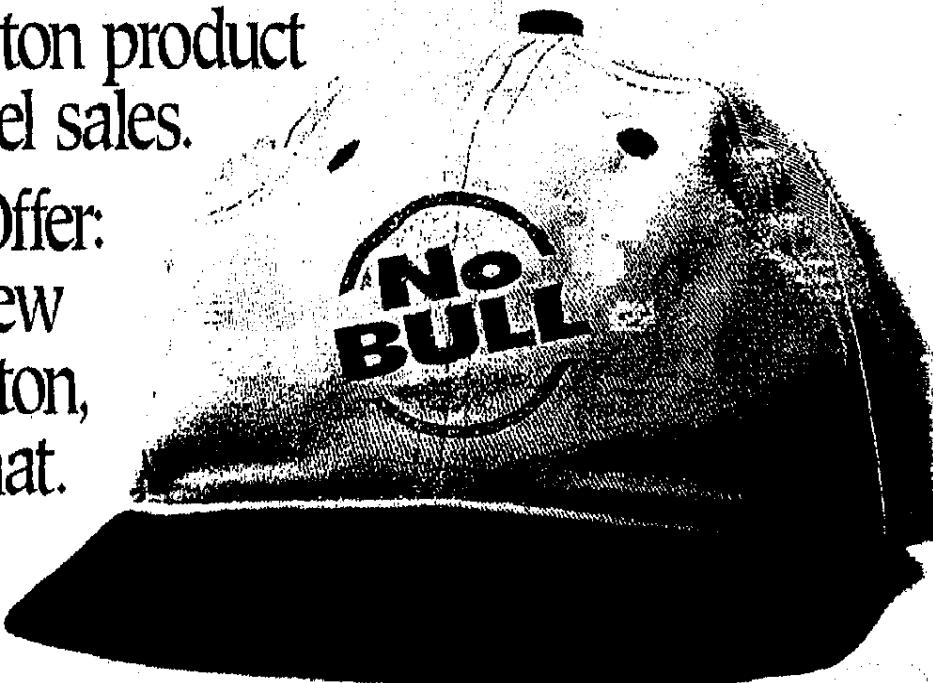
Description: WINSTON B2GF Hat Display / POS Kit

Brand Style	LIGHT King	LIGHT Box	FF King	FF Box		
Number of Cartons	/	/	/	/		

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The right premium cigarettes caps off everything off.

- No-additive Winston product continues to propel sales.
- Special October Offer:
Buy 2 packs of new no-additive Winston,
get free No Bull hat.
- National ad campaign drives
“No Bull” attitude right to your customers.



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No additives in the smokes.
Lots of additives in
your cash register.

BPBN55B2

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 39
 DATE: 97-08-11
 TIME: 03:13 PM

 WHOLESALER : 396640 MANCHESTER TOBACCO, INC. <DIRECT>
 TEMPLATE : 700927 71000 WIN OCT HAT
 TEMPLATE SEQ : 0015
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
112204	112227	347943	OLD CORNER STORE	MAIN STREET	JEFFERSON	NH	03583	1			130784	(603)586-7722	
112204	112227	483098	RON'S VARIETY	737 MAIN ST	BERLIN	NH	03570	1			120503	(603)752-1908	
112204	112227	550908	BOTTLE KEG	CONWAY MARKET PLA	CONWAY	NH	03818	1			170481	(603)447-3353	
112206	112220	104662	PATRIOT'S CORNER GR	29 OCEAN BLVD	HAMPTON	NH	03842	4			947137	(603)926-7087	
112206	112220	481941	SHORT STOP	968 MIDDLE RD	PORTSMOUTH	NH	03801	1			559714	(603)431-3401	
112206	112220	708038	ROSES COUNTRY STORE	ROUTE 125	EPPING	NH	03042	2			524471	(603)679-1967	
112206	112220	729068	M&P COUNTRY CONVENI	137 EPPING RD	EXETER	NH	03833	2			741278	(603)772-4143	
112206	112220	751098	SEACOAST SUBS N SOD	517 MIDDLE ST	PORTSMOUTH	NH	03801	1			949754		
112206	112220	754915	THE LIGHTHOUSE	369 OCEAN BLVD	HAMPTON	NH	03842	1				(603)926-4951	
112206	112220	104687	CABOT ST GROCERY	125 CABOT ST	PORTSMOUTH	NH	03801	5			540302	(603)436-0028	
112206	112220	104695	STOP & GO #705	1350 WOODBURY AVE	PORTSMOUTH	NH	03801	2			831947	(603)436-7811	
112206	112220	433996	DURHAM MARKETPLACE	MILL ROAD	DURHAM	NH	03824	1			237631	(603)868-2500	
112208	112225	582294	TEN ROD ROAD GETTY	TEN ROD ROAD	ROCHESTER	NH	03867	1			924682	(603)332-3301	
112208	112225	601072	POOR THOM'S BEVERAG	ROUTE 125	BARRINGTON	NH	03825	1			927175	(603)664-2599	
112208	112225	755159	THE CORNER STORE	CENTER AND MAIN S	WOLFEBORO	NH	03894	1				(603)569-1835	
112208	112225	755495	STOP & GO #710	158 N MAIN ST	ROCHESTER	NH	03867	1			821958	(603)332-0773	
112208	112220	755751	JJ'S MINI MART	220 ROUTE #16	SOMERSWORTH	NH	03878	1			531046	(603)749-9546	
163801	163827	105192	NORTHROPS INC	6 N MAIN ST	LISBON	NH	03585	1			135176	(603)838-2842	
163801	163826	643734	DICKS MOBIL	MAIN STREET	LINCOLN	NH	03251	1			150460	(603)745-3572	
163802	163824	090460	JOHNNY'S TIRE & BAT	680 MAST RD	MANCHESTER	NH	03102	1	5474-0000		261051	(603)668-1325	
163802	163822	481791	BROAD STREET EXXON	103-105 BROAD STR	NASHUA	NH	03060	2	5474-0000		435513	(603)883-2048	
163802	163822	484497	BIG JOHN'S COUNTRY	92 UNION ST	MILFORD	NH	03055	3			435510	(603)672-6733	
163803	163822	104064	HIGH STREET MARKET	HIGH ST	KEENE	NH	03431	1			340820	(603)352-1898	
163805	163820	103053	TURNERS VARIETY	38 CROSS ST	SALEM	NH	03079	4			642017	(603)698-7962	
163805	163820	307460	ONE STOP MOBIL	134 N BROADWAY	SALEM	NH	03079	5			641528	(603)893-8074	
163805	163823	327760	FREEDOM FUEL	128 W BROADWAY	DERRY	NH	03038	3			645085	(603)434-3838	
163805	163823	450283	HILLTOP FOOD & DELI	33 INDIAN ROCK RD	WINDHAM	NH	03087	1				(603)434-4686	
163805	163823	465963	MIKES GROCERY & DEL	16 N MAIN ST	DERRY	NH	03038	5				(603)432-2861	
163805	163823	543932	NO LONDONDERRY EXXO RT 28		LONDONDERRY	NH	03053	4	5474-0000		644059	(603)432-0036	
163805	163823	717460	THIRTY PINES TEXACO 2	ASHLIGH DRIVE	DERRY	NH	03038	1			724698	(603)425-0705	
163805	163823	730143	BROTHERS CORNERS VT	34 SOUTH STREET	DERRY	NH	03038	1				(603)434-0788	
163805	163823	755690	DIAL MART	TINKHAM ST	DERRY	NH	03038	5				(603)434-8509	
163805	163824	964646	CANDIA GETTY	ROUTE 101	CANDIA	NH	03034	2			845582	(603)483-8945	
163806	163826	020444	CROSSROADS	ROUTE 4	SALISBURY	NH	03268	1			645595	(603)648-2221	
163806	163826	738078	LACONIA SUNOCO	UNION AVE	LACONIA	NH	03246	1			822128	(603)524-9747	
163806	163826	104068	WAYSIDE GROCERY	RTE 28 & 11	ALTON	NH	03809	3			632304	(603)875-2861	
163806	163826	104875	MOUNTAIN'S GEN.STOR	MAIN ST	CTR BARNSTEAD	NH	03225	1			631381	(603)269-7031	
163806	163826	105039	106 BEANSTALK	RT 106	LOUDON	NH	03301	2				(603)783-4305	
163806	163826	198514	TONYS KORNER KUBBAR	394 N STATE ST	CONCORD	NH	03301	1			322095	(603)228-8774	
163806	163826	247464	EPSOM CIRCLE MARKET	EPSOM CIRCLE	EPSOM	NH	03234	1			851493	(603)736-8121	
163806	163824	317519	VEANOS CON. STORE	146 LOUDON RD	CONCORD	NH	03301	1			442279	(603)224-8190	
163806	163826	453224	SPEEDWAY CON.	ROUTE 106	LOUDON	NH	03301	1			857169	(603)783-0312	

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